



Rena Davis, BSc, MSc
Clinical Nutrition Consultant
and Biochemist

Hello, I'm Rena Davis.

I was faced with a weight challenge 15 years ago.

As a Clinical Nutritionist, you can imagine this was not just a personal challenge but a professional one as well. I resolved to do something about it and you can too!

If you have decided to take action to address weight loss in your life, then this might be **THE MOST IMPORTANT LETTER YOU'LL EVER READ.**

I was fortunate enough to discover a revolutionary product called **CALORAD**. It changed my life and it can do the same for you. I lost 138 pounds and have not gained back an ounce in those 15 years!

CALORAD is a liquid protein supplement that works to replenish collagen levels in your body.

Collagen is the glue that holds your body together. When your collagen levels are optimized, you have lean muscle instead of fat, smooth skin instead of wrinkles, and more vitality. As you age, your body produces less collagen resulting in excess weight and loose skin, etc., The **GOOD NEWS** is that it can be replenished. The best product I know of to do this is **CALORAD**.

Now, I know you're probably skeptical. I was skeptical before I tried the product, too. However, let me give you three good reasons, based on my clinical practice and research, to believe in collagen supplementation.

1. For over 20 years, as a Health Practitioner and consultant to professional athletes, corporate executives, and everyday people, I have worked to translate clinical studies and complicated health information into knowledge ordinary folks can use. I have seen so much evidence, in my own clinic, of patients having incredible success in losing weight with **CALORAD** that I have no doubt it works. But there is more than my own personal experience to convince you about the effects of replenishing your collagen. In the attached



Collagen Study, the clinical evidence to support weight loss through collagen supplementation is presented. **IT IS POWERFUL STUFF!**

2. For those who want just the bare bones overview of the study, know this: you rebuild yourself, cell by cell, every night. As you sleep, nature sends collagen to exactly where it is deficient in your body. By supplementing this natural function with a product like **CALORAD**, the fuel your cells draw upon to accomplish this process is taken from your own stored fat. Simply put, you exchange your excess fat to assist nature to rebuild a leaner you. Make sense? It does to me, and **IT WORKED FOR ME!**

3. It makes sense to so many others. They walk through the doors of my clinic everyday. Ordinary folks, just like you and me. There have been over 6 million bottles of **CALORAD** sold since I first endorsed this great **GREAT PRODUCT**.

So, let's review some of the benefits that are available to you, right now:

1. Collagen supplementation enhances the body's production of lean muscle which achieves exciting weight loss results.
2. Collagen supplementation contributes to healthy joints and muscles offering more elasticity.
3. Collagen supplementation assists your body to rebuild from the inside out, enabling overall wellness.
4. Collagen supplementation supports the body's ability to fight off illness, keeping you healthier and stronger.
5. Collagen supplementation is totally bio-identifiable and readily absorbed by the body to provide comprehensive and fast support.
6. Collagen supplementation (with **CALORAD**) is simple to use. There are no confusing measurements or protocols.
7. Collagen supplementation increases vitality and self-confidence, enabling far more choices in life.
8. Collagen supplementation improves sleeping patterns, allowing consistent rest and rejuvenation to take place.
9. Collagen supplementation furthers fitness goals as it aids the body's rest and repair cycle.



10. Collagen supplementation (with **CALORAD**) works by night, and by day, - a great weight loss system to fit your schedule.

With time, collagen production is depleted, resulting in visible signs of aging, such as weight gain and wrinkles. We all like to look our best and replenishing collagen helps alleviate these signs of aging. Because collagen binds all of our connective tissue, it is a universal component of wellness. You need a collagen enhancement ally as your body naturally repairs itself, and this is found in **CALORAD**.

Again, don't just take my opinion, expertise or credentials at face value. Listen to what **CALORAD** users say.

"I lost 25 pounds and over 10 inches."-Jesse Mings, Kentucky

"I lost 10lbs & 10.5 inches in three months."-Lois McElravy, Montana

"I lost 72 lbs & the weight is still coming off!"-David Hunter, Tennessee

"I sleep well & have increased vitality!"-Joy Bull, Vermont

"I have lost a total of 14 1/2 inches, six dress sizes, and my energy has increased."-Ruth Abbitt, Arizona

CALORAD meets my weight loss criteria. There is a lot of confusion surrounding weight loss and nutritional supplements. I want to give you some elements you absolutely, positively, must have in your program for you to experience collagen weight loss success:

- 1: it must work for weight loss and inch loss
- 2: it must be easy to use
- 3: it must be bio-available and easily absorbed by the body
- 4: it must come in a formula that reduces day time cravings and emotional eating
- 5: it must be affordable
- 6: it must offer support and guidance along the way to success



Normally, you would need a personal coach, at easily a \$100 an hour, and a major investment in equipment, plus a huge allotment of your busy time, to realize the weight loss and wellness results you can expect from collagen supplementation. After reading the attached The Expert's Weight Loss Report, I think you will want to try **CALORAD**.

A Special Offer on **CALORAD** is available now, to give you a round-the-clock weight loss system. You receive **CALORAD PM** to take at night as well as **CALORAD AM** to take by day. You will also be sent a Weight Loss Success Chart, to measure your progress.

Do it **NOW**. You will thank me for it when you write your own success story testimonial.

To your success,

Rena Davis, BSc, MSc.,
Clinical Nutritionist and Biochemist

*P.S. The distributors of CALORAD are about to announce a limited time offer on another product that I recommend to my patients. I call it CALORAD'S BEST FRIEND. AGRISEPT-L enhances the weight loss benefits inherent in collagen supplementation by cleansing unwanted yeast in your body. It's a \$24.00 retail value and is being offered FREE with the purchase of two bottles of CALORAD at the Special Offer Price of \$87.95.
I'm stocking up...so should you.*

The EXPERT'S

Weight Loss Report



Rena Davis, BSc, MSc
Clinical Nutrition Consultant and Biochemist

*A World Class
Health Practitioner
and consultant
to professional
athletes, corporate
executives, and
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walks of life.*

Rena is a popular speaker, consultant and trainer. She operates Total Healing Ltd., a wellness clinic in St. Helens, Oregon. Total Healing is an alternative health care center where for over 20 years, Rena has provided individualized health care for her clients. Rena is a firm believer in holistic health care and is an ardent student and teacher of the principles of wellness.

This Report will introduce you to weight loss through collagen supplementation. It is a system of total bio-identity. You rejuvenate yourself by replenishing your collagen. Nature acts as your guide, deciding where in your body the collagen will be deployed, and draws upon your own stored fat to fuel the process.



Each year, North Americans spend over \$50 billion on weight loss products and programs. The diet industry is thriving amid reports about the growing problem of obesity in America. With baby-boomers turning 50 at the rate of one every 18 seconds, people are realizing that good health is their greatest asset, and they are looking for solutions to help them retain their youth, energy, vitality and good looks. They want a safe and effective way to lose fat and inches.

Today, an average person, eating an average diet, is seriously deficient in essential nutrients. The majority of ailments, from serious diseases to common complaints, are the result of poor diets, unhealthy lifestyles, or environmental factors. Many of these ailments can be prevented.

**Control of your weight
is the first step to wellness.**

The EXPERT'S

Weight Loss Report

*Collagen is
basically
the glue
that holds
us together.*

Understanding your body's needs—what threatens its systems and performance, and how to fight back, gives you control of your health and a road map to wellness. There are steps you can take to lose weight and enhance the quality of your life. Collagen supplementation supports so many of your body's systems that it can't be underestimated as a universal healing support system.



Get control of your weight; gain a wealth of benefits.

Remember, a weight loss regimen is more than just calorie counting and taking weight loss supplements. Losing weight can be a beneficial change that will enhance your busy lifestyle by boosting your energy levels, relieving stress, and increasing your productivity.

The importance of clean, deep-repair regeneration.

Age is more than chronological, it is biological. As we age, we expend fewer and fewer calories in regenerating and repairing our bodies. The end result is that we lose lean muscle mass, add fat, don't sleep well, have poor energy and poor moods; all of these things are about the body, not devoting calories toward clean, deep-repair regeneration.

**As we age, we use fewer and fewer
calories in repair.**

The EXPERT'S

Weight Loss Report

Amino acids play a key role in weight loss.

Amino acids are intimately involved in regulating many of the symptoms of obesity. Cravings for carbohydrates, sugar, and the inability to feel satiated are confirmation of the key role of amino acids.

Amino acids balance our Ph, they grow and repair bones, form blood, hemoglobin, blood vessel and the lymph vessel walls, maintain the heart, serve as antioxidants, and produce enzymes—including digestive enzymes.



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Night-time rejuvenation.

By nature, amino acids like to recombine with one another. The key to understanding weight loss through collagen supplementation is found in becoming familiar with the behavior of amino acids. To work, the amino acids in a collagen formula must be taken on an empty stomach right before sleep. And, that first 90 minutes of sleep is where the highest burn of calories takes place to repair and rejuvenate the body.

What is collagen?

Collagen is essentially the glue that holds us together. It is a protein that makes up about 30 percent of the body, is a natural component in our ten-

**Amino acids are the key to
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The EXPERT'S

Weight Loss Report

dons, joints, ligaments, muscles, hair etc. 24 percent of the dry protein weight in the human body is collagen—the fibrous, elastic, connective tissue in our bodies.

Why do I need collagen?

Simply put, the fat/muscle ratio changes with age. The body no longer produces the same level of collagen or amino acids required to keep the skin looking as radiant.

Returning collagen to optimum levels enhances the body's production of lean muscle.

The result of collagen loss is evidenced by wrinkles on the outside and breakdown of lean muscle and connective tissue on the inside. This process of degeneration will continue until you supply your body with proper supplementation. Returning collagen to optimum levels is an effective tool for most people to help rebuild lean muscle and connective tissue.



Help the body rejuvenate by providing highly absorbable collagen protein.



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HOW EXTRA COLLAGEN HELPS YOUR BODY BE ITS BEST.

Collagen is a family of highly characteristic, fibrous proteins found in all multi-cellular animals and are the most abundant proteins found in mammals, constituting 25 percent of total protein mass. The characteristic feature of a typical protein molecule is its long, stiff, triple-stranded helical structure in which three collagen polypeptide chains (called 'alpha chains') are wound around each other forming a rope-like super helix. Collagens are extremely rich in the amino acids Proline and Glycine.

To date, 25 distinct collagen 'alpha chains' have been identified and each is encoded by a different gene. Combinations of these genes are expressed in different tissues. In principle, more than 10,000 types of triple-stranded collagen molecules could be assembled in the body from various combinations of the 25, but only 15 types of collagen molecules have been identified.

The main types of collagen in connective tissues are Types I, II, III, V, and IX. Type I is the principle collagen of skin and bone and, by far, the most abundant in the body (representing 90 percent of body collagen). Type II is found in the cartilage. Type III is found in skin, blood vessels and internal organs. Type V is found in bone, skin, tendons, ligaments, and cornea. Types IV and VIII are network-forming collagens which polymerize to form the sheet-like network basal laminae and anchoring fibril beneath stratified

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The EXPERT'S

Collagen Study

*Nightly
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naturally.*

squamous epithelia (epithelium—coherent cell sheets formed from one or more layers of cells covering an external surface or lining a cavity).

The tissues of the body are not made solely of cells. A substantial part of the tissue volume is extracellular space that is filled with an intricate network of macromolecules that constitute the extracellular matrix. The matrix is composed of a variety of versatile proteins and polysaccharides that are secreted locally and assembled into an organized network in close association with the cells that produce them.

In connective tissue, the matrix is generally more plentiful than the cells it surrounds and it determines the tissues physical properties. Variations in the amounts of the different types of matrix macromolecules give rise to an amazing diversity of forms. For example, the matrix can become calcified to become the rock-hard structures of our teeth and bones, or it can form the transparent matrix of our corneas, or it can adapt the rope-like helix organization that give tendons their enormous tensile strength. At the interface of the epithelium and connective tissue, the matrix forms a basal lamina, a tough but thin mat that plays a vital role in controlling cell behavior. Until very recently, the extracellular matrix was thought to be relatively inactive scaffolding to stabilize the more physical structure of the tissues, much like the concrete foundation of a house. Recent research has proven that the matrix plays a very complex and very active role in regulating the behavior of the cells that contact it, i.e. influencing development, migration,

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proliferation, shape and function. From the new information, we have learned that the matrix and connective tissue are message carriers and part of the body's internal communication system, similar to the inter-office memo.

The macromolecules that constitute the extra-cellular matrix are produced by the cells in the matrix. In most connective tissue, the matrix molecules are secreted by cells called fibroblasts. In some, more specialized connective tissue, such as cartilage and bone, they are secreted by specific cells of the fibroblast family called chondroblasts (cartilage) and osteoblasts (bone).

The two main classes of macromolecules that make up the extra-cellular matrix (communication matrix) are polysaccharide chains of the class called glycoaminoglycans (GAGs) which are found linked to proteins in the form of proteoglycans, and fibrous proteins of two functional types: mainly structural (i.e. collagen) and adhesive (i.e. laminin and fibronectin).

The members of both classes come in a variety of shapes and sizes. GAG and proteoglycan molecules in connective tissue form a moisture rich gel-like ground substance in which the fibrous proteins are embedded. The polysaccharide gel resists compressive forces on the matrix and the collagen fibers improve tensile strength. The polysaccharide gel allows rapid diffusion on nutrients, metabolites, and hormones between the blood and

**...the matrix and connective tissue
are message carriers...**

People are looking for solutions to help them hold on to their youth, energy, vitality and good looks.

tissue cells. The collagen fibers both strengthen and organize the matrix and the rubber-like elastin fibers give resilience.

GAGs are defined as mucopolysaccharides with long, linear, highly charged molecules composed of a pair of repeating sugars, one of which is always bound to an amino sugar. Mainly found covalently linked to a protein core in the extra-cellular matrix, proteoglycans, i.e. chondroitin sulfate, hyaluronic acid (hyaluronan), heparin, heparin sulfate and keratan sulfate.

What does all of this indicate? Early detection of degenerative diseases can be diagnosed through examination of the extra-cellular matrix. The inability of the body to sustain revitalization of the extra-cellular matrix is the beginning of all degenerative disease. As we age, function of the fibroblast family of cells to produce collagen compounds diminishes, which then reduces the gel-like substances of the extra-cellular matrix that protects cells and tissues from the compression of life and exercise. This deterioration also limits the transportation of essential nutrients and the screening of invasive and toxic materials into the tissue.

The prolific work of Dr. John Prudden, M.D., F.A.C.S., from the 1950s and into the 1990s, proved that bovine collagen supplementation had a beneficial and healing effect on the extra-cellular matrix that resulted in positive benefits to patients with a wide variety of conditions from psoriasis, wound healing, and side effects of steroidal medications to lymphangiosarcoma

Early detection of degenerative diseases can be diagnosed through examination of the extra-cellular matrix.

The EXPERT'S

Collagen Study

(cancer), elephantitis (filarial parasite infestation), arthritis, rheumatism, and skin ulcers.

Dr. Prudden passed on to our Heavenly Father two years ago, an uncelebrated champion and visionary scientist and doctor whose work went unconfirmed and unnoticed by his peers. Today, at last, the courageous pioneering research of Dr. Prudden is validated and recognized.

Most of my clients want a safe and effective way to lose fat and inches.

In modern research of just the last two years, new drug therapy is being compared directly to the effectiveness of bovine collagen supplementation. In many articles, drugs are being compared to collagen supplementation—regarded as equal in effect, except for SIDE EFFECTS! One must take less of the drugs than collagen, but must tolerate side effects.

We have been discussing the extra cellular matrix of the connective tissue of the human body. We learned that a family of cells, known as fibroblasts, secrete a matrix of macromolecules, i.e. GAGs and proteoglycans. The GAGs and proteoglycan molecules form a gel-like substance, which helps the body resist compressive forces and allows rapid diffusion of nutrients, hormones and metabolites between blood and tissue. In addition, the extra-cellular matrix can expand and contract, which can inhibit and prevent admission of toxins, poisons, and some viruses and bacteria.

...collagen supplementation had a beneficial and healing effect on the extra-cellular matrix...

The EXPERT'S

Collagen Study

*Losing weight
can boost
your energy
levels, relieve
stress, and
increase your
productivity.*

In a recent article in the *Journal of Applied Nutrition*, Mathias Rath, M.D., discussed the extra-cellular matrix of the vascular wall. The article promotes the hypothesis that atherosclerosis is a cellular micronutrient deficiency. (Atherosclerosis is a common form of arteriosclerosis in which fatty substances form a deposit of plaque on the inner lining of arterial walls.)

Dr. Rath explains that mechanically stressed organs such as the heart, skin, and vascular walls activate a compensating mechanism that provides lipoproteins which "patch" the defect in an attempt to enhance and support structural stability, thus beginning the formation of atherosclerotic plaque.

Dr. Rath's research supports strongly, the hypothesis that atherosclerosis is a cellular micronutrient deficiency disorder.

The natural healing process of the blood vessels, heart and skin is collagen synthesis and remodeling of the extra-cellular matrix. The significant contribution of Dr. Rath's research is that an abundance of the amino acid proline and lysine, from collagen, act as a Teflon-like layer around the lipoprotein plaque particles and detach them from their anchor sites in the vascular wall and initiate the reversal of plaque deposits. Furthermore, collagen supplementation, when coupled with Vitamin C, stimulates the natural repair process to rebuild and reinforce the vascular wall.

In Spain, Portugal, and Italy, glucosamine sulfate has been the treatment of choice since the early 1980s. Glucosamine is required for the synthesis of

...drugs are being compared to collagen supplementation—regarded as equal in effect, except for side effects!

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Collagen Study

You can naturally help restore collagen with a highly absorbable nourishing collagen protein, like Calorad®.

GAGs. The synthesis of glucosamine, coming from glucose and glutamine in the body, tends to be slowed and diminished in later life. Long-chain GAGs, such as chondroitin sulfate, have inhibitory actions and processes against enzymes which cause degenerative joint diseases. Repair of the extra-cellular matrix, which is destroyed in arthritis, needs collagen supplementation coupled with glucosamine sulfate for reversal. In a study by R. Luke, Ph.D., it was found that 95 percent of all patients treated with bovine collagen and glucosamine sulfate had reversal of arthritis compared to 72 percent in patients taking non-steroidal anti-inflammatory drugs.

Osteoarthritis is the most common form of arthritis affecting more than 40 million Americans. It is characterized by joint degeneration, loss of cartilage, alterations of subchondrial bone and damage to the extra-cellular matrix. There is a 35 percent incidence of weakness in the knees as early as age 30. Its incidence increases dramatically with age, affecting 80 percent of all persons over the age of 50.

Non-steroidal anti-inflammatory drugs are the common medical treatment, but these medications have adverse side-effects in the gastrointestinal tract and actually accelerate cartilage destruction and aggravate osteoarthritic conditions. Elimination of genus Solanaceae (the nightshade family, which includes tomato, potato, eggplant, pepper, and tobacco) is suggested, as the alkaloids present in these foods inhibit normal collagen repair.

The natural healing process of the blood vessels, heart and skin is collagen synthesis and remodeling of the matrix.

The EXPERT'S

Collagen Study

Oral and injectable forms of proteoglycans, GAGs, and bovine collagen have proven a significant improvement over non-steroidal and steroidal anti-inflammatory drugs. Vitamin C, glucosamine sulfate, chondroitin sulfate, and collagen are naturally occurring substances found in joint structures and have been proven, in numerous studies, to stimulate cartilage regeneration.

*The best
product I know
of to assist the
rejuvenation
by utilizing
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fat to fuel
collagen
supplementation
is Calorad®*

A very large study found that low Vitamin C intake results in statistically higher risk of heart disease mortality and total mortality in a 10-year period due to lack of stimulation of collagen protection and maintenance of the extra-cellular matrix.

The extra-cellular matrix of tissues and organs is composed of collagen, elastin and ground substances composed of GAGs and non-collagen proteins such as fibropectin and lamin. Defects in synthesis of these compounds can result in macular corneal dystrophy. Proteoglycans are macromolecules, comprised of chains of GAGs covalently bonded to proteins, and are major components of the basement membrane of the intestinal foundation. This basement membrane plays a significant role in intestinal permeability and immunological function.

Intestinal GAGs are severally modified in chronic and inflammatory bowel diseases such as Crohn's Disease, colitis, diverticulitis, and leaky gut syndrome. The gut, more than any other organ, is constantly challenged by

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The EXPERT'S

Collagen Study

The result of collagen loss is wrinkles on the outside and breakdown of lean muscle and connective tissue on the inside.

bacteria, viruses, and dietary antigens. The structure, function, and integrity of the gut wall and its preservation are directly proportional to the integrity and maintenance of the extra-cellular matrix, collagen synthesis, and GAG production.

Even in auto-immune disease, numerous recent articles report that mucopolysaccharides and amino acid supplementation from bovine collagen, which contains GAGs, including glucosamine and chondroitin sulfates, have been found to enhance T-Cell antibody response in vivo and in vitro.

As more recent and advanced research moves forward, one can only assume that bovine collagen supplementation of three to 12 grams per day is an advisable and warranted regimen to resist auto-immune system breakdown, degeneration and aging.

Rena Davis, BSc, MSc

Clinical Nutrition Consultant and Biochemist

You can naturally help the body restore its collagen base by providing highly absorbable nourishing collagen protein. The best product I know of that assists the body to utilize unwanted/stored fat to fuel this process is Calorad®.

The extra-cellular matrix of tissues and organs is composed of collagen, elastin and ground substances of GAGs.

The EXPERT'S

Weight Loss Report



Rena Davis, BSc, MSc
Clinical Nutrition Consultant and Biochemist

Hello, it's Rena Davis again!

After reading 'The EXPERT'S Weight Loss Report' and 'Collagen Study', I hope you may want to try collagen supplementation to help with your weight loss.

Well, I have GREAT NEWS!

The distributors of CALORAD have announced a limited time offer on this revolutionary product.

You can buy two bottles of CALORAD at a Special

Offer Price of \$87.95. That's a SAVING OF \$27.05 off the retail price.



In addition, while quantities last, you get another great product, AGRISEPT-L absolutely FREE. I call it CALORAD'S BEST FRIEND because it enhances the weight loss benefits inherent in collagen supplementation by cleansing unwanted yeast in the body.

So, you get TWO BOTTLES of CALORAD plus AGRISEPT-L for \$87.95. That's a SAVINGS OF OVER \$50!

Do it NOW. You will thank me when you write your own weight loss story.



The Calorad Weight Loss Success Chart allows you to track your progress. Your results are entered in the columns week by week, and represent your inch loss and weight loss along the way to your objective. The Calorad Weight Loss Success Chart will allow you to quickly assess your pace, and is a great tool to reinforce your commitment to health and wellness.

The *EXPERT'S*

Tips For Best Results



Rena Davis, BSc, MSc
Clinical Nutrition Consultant and Biochemist

Since I started taking Calorad 15 years ago, I've learned a few things about how Calorad works best at encouraging weight loss. By way of summary, here are some tips that I can promise you will make a difference on your road to permanent weight loss.

Timing

Taking Calorad should be the very last thing to do before going to sleep. It's very important to sleep right after you take Calorad, so it can work with your body's natural repair cycle.

Cheating

Eating or drinking anything except water in the three hours before taking Calorad will lessen its effectiveness. When your body finds anything in your digestive system, it will use it for fuel. When there is nothing there, it has no choice but to utilize stored fat.

Water

Drinking the appropriate amount of water, at least 64 oz. (one half gallon) per day, helps rid the body of the excess build-up of toxins that are released when fat is broken down.



**Collagen may be a fountain of youth that
fights visible signs of aging.**

The *EXPERT'S*

Tips For Best Results

*Calorad®
enhances
toning of
lean muscle
and burns
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for energy
in the
process.*

Overeating

Overeating is stressful to the digestive system and will hamper progress. A balanced diet with a focus on fresh, whole foods and an emphasis on protein will enhance results.

Calorad® AM

Calorad AM is to be consumed first thing in the morning. Wait at least 45 minutes before consuming anything else. The exception is water; it is always encouraged.

Combo Benefit

With the combination of Calorad and Calorad AM, you increase your likelihood of success. You can expect more energy, stamina and fewer cravings during the day.

Consistency

Be very consistent taking Calorad at night and/or morning for at least 90 days for best results! Expect and accept health and wellness!

To Your Success,

Rena Davis, BSc, MSc.,
Clinical Nutritionist and Biochemist



**Control of your weight
is the first step to wellness.**